

CORPORATE AND POSTAL BUSINESS LAW SECTION  
LAW DEPARTMENT



March 15, 2013

Shoshana M. Grove  
Secretary  
Postal Regulatory Commission  
901 New York Avenue, NW, Suite 200  
Washington, DC 20268-0001

Re: Docket No. MT2011 - 3

In accordance with Commission Order No. 687, issued March 1, 2011 in Docket No. MT2011-3, the Postal Service presents its data collection report for Fiscal Year 2013, Quarter 1 and Quarter 2 (through January 26, 2013) on the market test for Every Door Direct Mail -Retail (EDDM-R). The market test ended on January 26, 2013. The approved price of 16 cents for the permanent product took effect on January 27, 2013.

Thus, the following information is provided pursuant to the Commission's request for EDDM-R data (Order No. 687 at 12-13)

- The total number of customers that used EDDM-R:
  - 31,445 customers used EDDM-R between October 1, 2012 and January 26, 2013.
- The total number of customers that used a different postal product or postal service for marketing in the 90 days prior to mailing EDDM-R:
  - 3,023 customers used a different postal product or postal service for marketing in the 90 days prior to using EDDM-R.
- The total volume of EDDM-R sent, in aggregate and by delivery unit:
  - The aggregate volume of EDDM-R between October 1, 2012 and January 26, 2013 was 303,604,824 pieces. This total includes volumes entered at non-POS ONE locations, but only POS ONE data provide the basis for the other

numbers in this report. The volume of EDDM-R by delivery unit is listed in detail in the workbook filed in conjunction with this report.

- The average size of the mailing:
  - The average mailing size between October 1, 2012 and January 26, 2013 was 1,707 pieces.
- The proportion of total EDDM-R mail entered by day:
  - The proportion of the total EDDM-R mail entered by day between October 1, 2012 and January 26, 2013 is shown in the table below:

| Day of the Week | Proportion of Total EDDMR Volume |
|-----------------|----------------------------------|
| Monday          | 15%                              |
| Tuesday         | 20%                              |
| Wednesday       | 23%                              |
| Thursday        | 20%                              |
| Friday          | 17%                              |
| Saturday        | 5%                               |
| <b>Total</b>    | <b>100%</b>                      |

#### COMMISSION-REQUESTED DATA

The workbook (filed in conjunction with this report) "PRC EDDMR Report Q1 and 2 FY 13.xls" includes the summary and detailed data requested by the Commission, including transactions in aggregate and by delivery unit from October 1, 2012 to January 26, 2013. Delivery Unit identifications are masked with generic identification numbers in the aforementioned file.

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Sincerely,

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